

ABSTRACT

As an analysis of the wedding photos that represent the ethnic culture of urban society, researchers selected three photos for comparison on the state of different cultural approach, to compare whether these three images represent the ethnic culture in urban society. Collaboration between methods, objects, and study of photography makes this will differ from the research.

that has been done by previous research, especially in expression of the meaning of a representation in photography. Research the researchers identified in the review wedding photos mostly just a shooting steps and only discuss the technical side of photography alone.

Refer the problem above, then wedding photos this research will use visual analysis methodology. Semiotics studies using the semiotics of Roland Barthes. Semiotics of Roland Barthes was chosen because researchers considered capable accommodating in dissecting the meaning of photographic medium. So with this semiotic analysis is needed as a step to find the element of connotation and denotation in the photo that will be studied.

Keywords: *Prewedding photography, ethnic, culture, visual, semiotic.*

